WHAT IS CLAIMED IS:

1. A data communication system for transmitting and receiving data between a transmitting device and a communication terminal, wherein

the transmitting device comprises:

a data memory for storing a plurality of data;

a receiving unit for receiving a request to transmit first data from the communication terminal;

a selecting unit for selecting the first data from the data memory in response to the request for transmission; and

a transmitting unit for transmitting the first data to the communication terminal;

and wherein

the communication terminal comprises:

a request transmitting unit for transmitting a request to send the first data to the transmitting device;

a data receiving unit for receiving the first data transmitted from the transmitting device;

a first storage for storing the first data received by the data receiving unit;

a second storage for storing second data different from the first data;

a reading unit for reading out data stored in the first storage or second storage;

a display unit for displaying the data

read out by the reading unit; and

a control unit for performing control such that the data from the first storage or second storage is read out according to an amount of the first data stored in the first storage.

2. A data communication system for transmitting and receiving data, including:

a transmitting device for transmitting first data; and

a communication terminal including:

a receiving unit for receiving the first data transmitted from the transmitting device;

a first storage for storing the first data received by the receiving unit;

a second storage for storing second data different from the first data;

a reading unit for reading out data stored in the first storage or second storage;

a display unit for displaying the data read out by the reading unit;

a measuring unit for measuring an amount of the first data stored in the first storage; and

a control unit for performing control such that the reading unit reads out data from the first storage or second storage.

3. A data communication system for transmitting and receiving data between a transmitting device and a communication terminal, wherein

the transmitting device comprises:

a data memory for storing a plurality of data;

a receiving unit for receiving a request to transmit first data from the communication terminal;

a selecting unit for selecting the first data from the data memory in response to the request for transmission; and

a transmitting unit for transmitting the first data to the communication terminal;

and wherein

the communication terminal comprises:

a request transmitting unit for transmitting a request to send the first data to the transmitting device;

a data receiving unit for receiving the first data transmitted from the transmitting device;

a first storage for storing the first data received by the data receiving unit;

a second storage for storing second data different from the first data;

a reading unit for reading out data stored in the first storage or second storage;

a display unit for displaying the data read out by the reading unit; and

a control unit for performing control over the reading unit such that, when an amount of the first data is less than a predetermined amount, the

second data is read out from the second storage.

4. The data communication system according to claim 1, wherein the first data is moving image data, and the second data is commercial message data.

5. The data communication system according to claim 1, wherein the first data has positional data indicating a position into which the second data can be inserted.

6. The data communication system according to claim 1, where the second data is transmitted by the transmitting device.

7. The data communication system according to claim 6, wherein the communication terminal transmits a request to transmit the second data from the request transmitting unit to the transmitting device according to the amount of the first data stored in the first storage.

8. The data communication system according to claim 1, wherein the transmitting device comprises a bonus information storage for storing bonus information associated with a number of times that the reading unit has read out the second data from the second storage or a period of time required for the reading unit to read out the second data from the second storage.

9. The data communication system according to claim 8, wherein the bonus information is information on a discount on a data transmission charge or bonus point information.

10. The data communication system according to claim 1, wherein when the first data contains inhibit data for inhibiting insertion of the second data into the first data, the control unit performs control over the reading unit such that reading of the second data is stopped.

11. The data communication system according to claim 1, wherein the communication terminal further comprises a selecting unit for selecting whether reading of the second data is permitted or not.

12. A transmitting device for transmitting data to a communication terminal comprising:

storage means for storing a plurality of data;

receiving means for receiving a request to transmit first data from the communication terminal;

reading means for reading out the first data from the storage means; and

transmitting means for transmitting the first data and inhibit data that inhibits insertion of second data different from the first data into the first data.

13. A communication terminal for transmitting data to and receiving data from a transmitting device, the communication terminal comprising:

a request transmitting unit for transmitting a request to transmit first data to the transmitting device;

a data receiving unit for receiving the first

data transmitted from the transmitting device;

a first storage for storing the first data received by the data receiving unit;

a second storage for storing second data different from the first data;

a reading unit for reading out data stored in the first storage or the second storage;

a display unit for displaying the data read out by the reading unit; and

a control unit for performing control such that the reading unit reads out the data from the first storage or the second storage according to an amount of the first data stored in the first storage.

14. The communication terminal according to claim 13, wherein the first data is moving image data, and the second data is commercial message data.

15. The communication terminal according to claim 13, wherein the first data contains positional data indicating a position into which the second data can be inserted.

16. The communication terminal according to claim 13, wherein the second data is transmitted by the transmitting device.

17. The communication terminal according to claim 16, wherein the communication terminal transmits a request to transmit the second data from the request transmitting unit to the transmitting device according to the amount of the first data stored in the first

storage.

18. The communication terminal according to claim 13, wherein when the first data contains inhibit data that inhibits insertion of the second data into the first data, the control unit performs control over the reading unit such that reading of the second data is stopped.

19. The communication terminal according to claim 13, wherein the communication terminal further comprises a selecting unit for selecting whether to read out the second data or not.

20. The communication terminal according to claim 13, wherein the display unit displays the amount of the first data stored in the first storage.

21. The communication terminal according to claim 13, wherein when the display unit displays the second data, display indicating that the second data is being displayed is performed.

22. The communication terminal according to claim 13, wherein the display unit includes a notification unit for notifying display of the second data.

23. A method of reproducing a plurality of data, comprising the steps of:

receiving first data transmitted from a transmitting device;

storing the received first data in a memory;

reproducing first data from the memory;

notifying reproduction of second data

different from the first data when an amount of the first data stored in the memory becomes small; and

selecting whether to allow reproduction of the second data or not;

wherein when permission to reproduce the second data is selected, reproduction of the first data is stopped, and then reproduction of the second data is started.